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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application for Reissue of U.S. Patent No 6,296,185

Applicant: Wilfried E. Y. Dejaeger

Serial No.: 10/667,246

Filed: September 18, 2003

For: APPARATUS AND METHOD FOR OPERATING A CHECKOUT  
SYSTEM HAVING A DISPLAY MONITOR WHICH DISPLAYS BOTH  
TRANSACTION INFORMATION AND CUSTOMER-SPECIFIC  
MESSAGES DURING A CHECKOUT TRANSACTION

Group: 2876

Examiner: Labaze, Edwyn

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Declaration with Statement of Error in Support of Reissue Application

Sir:

Applicant declares the following:

1. The error upon which Applicant is relying to support the Reissue application is that of claiming less than he had the right to claim in the above identified U.S. Patent 6,296,185 ("the '185 patent").

2. Applicant failed to appreciate the full scope of the invention. Applicant failed to include claims directed to displaying a retail message on a display monitor referencing a product that may be used with a scanned item during a self-service checkout transaction.

3. Claim 30 reads as follows:

A method of operating a retail terminal having a display monitor, in a self-service checkout transaction, comprising the steps of:

entering an item for purchase into said retail terminal by a self-service customer;  
displaying item information associated with said item for purchase on said display monitor in response to entering said item; and  
displaying a retail message on said display monitor, contemporaneously with displaying said item information, where the retail message is customized based on a product that can be used in conjunction with said item for purchase entered during the current transaction.

4. These limitations in the claimed combination are not present in any of the previously issued claims. Specifically, none of the previously issued claims includes the element of "displaying a retail message on a display monitor, contemporaneously with displaying item information, where the retail message is customized based on a product that can be used in conjunction with said item for purchase entered during the current transaction."

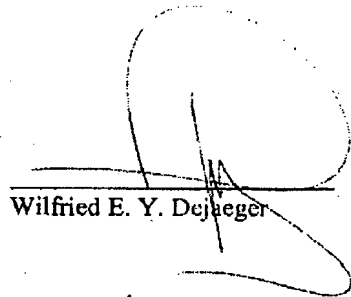
5. Applicant believes that he is entitled to additional claims of greater scope that cover this feature.

6. All errors which are being corrected in the present Reissue Application up to the filing of this Declaration arose without any deceptive intention of the part of the Applicant.

7. This Declaration is in support of a Reissue Application filed within two years of issuance of the '185 patent as required by 35 U.S.C. 251.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine and imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements may jeopardize validity of the application, any patent issuing thereon, or any patent to which this declaration is directed.

September 11, 2007



Wilfried E. Y. Dejaeger